

From: Roy, Nicole
Sent: Thursday, September 13, 2012 10:47 AM
To: 'Mike Dettorre'
Subject: RE: Minny

Importance: High

Attachments: WCCO Pol Disclosure Statmt 2012.doc; WCCO-Minn - LUR-PRC-General window 7 30-8 1412.xlsxREV.xlsx8.20FALLGENWIND.xlsx; A35 PLUS - DAYPART SHARE OF VOICE.pptx; WCCOcom_MediaKit-2012 6-25.pptx; political digital rates updated6.25wcpp.xlsx

Hi Mike,

THANK YOU for your recent Minneapolis candidate rate request!

Attached, please find updated in-window candidate WCCO rates, along with our full 2012 disclosure form. Could you please let us know who you will be placing for and when you might expect to place? Any information is greatly appreciated!

I've also provided you with our re-vamped WCCO.com internet rates/information and our newly updated WCCO Share of Voice.

When you review our Share of Voice presentation, you will notice our CBS Minny station has shown year-to-year growth in key areas of News, Prime and Access. We will continue to deliver for your clients! With that being said, we respectfully request 40% share of the broadcast business. Please let me know how else I can help, to achieve our share goal.

If you have any questions, please do not hesitate to contact me. THANK YOU and as always, WE VALUE YOUR BUSINESS!! -Nic for WCCO

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From: Mike Dettorre [mailto:MDettorre@shorrjohnsonmagnus.com]
Sent: Thursday, September 13, 2012 10:17 AM
To: Mike Dettorre
Subject: Minny

Can you please send me candidate rates for Minneapolis?

Thanks
Mike

Michael D'Ettorre
Media Director
Shorr Johnson Magnus
215-567-4080
215-567-2106 fax

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